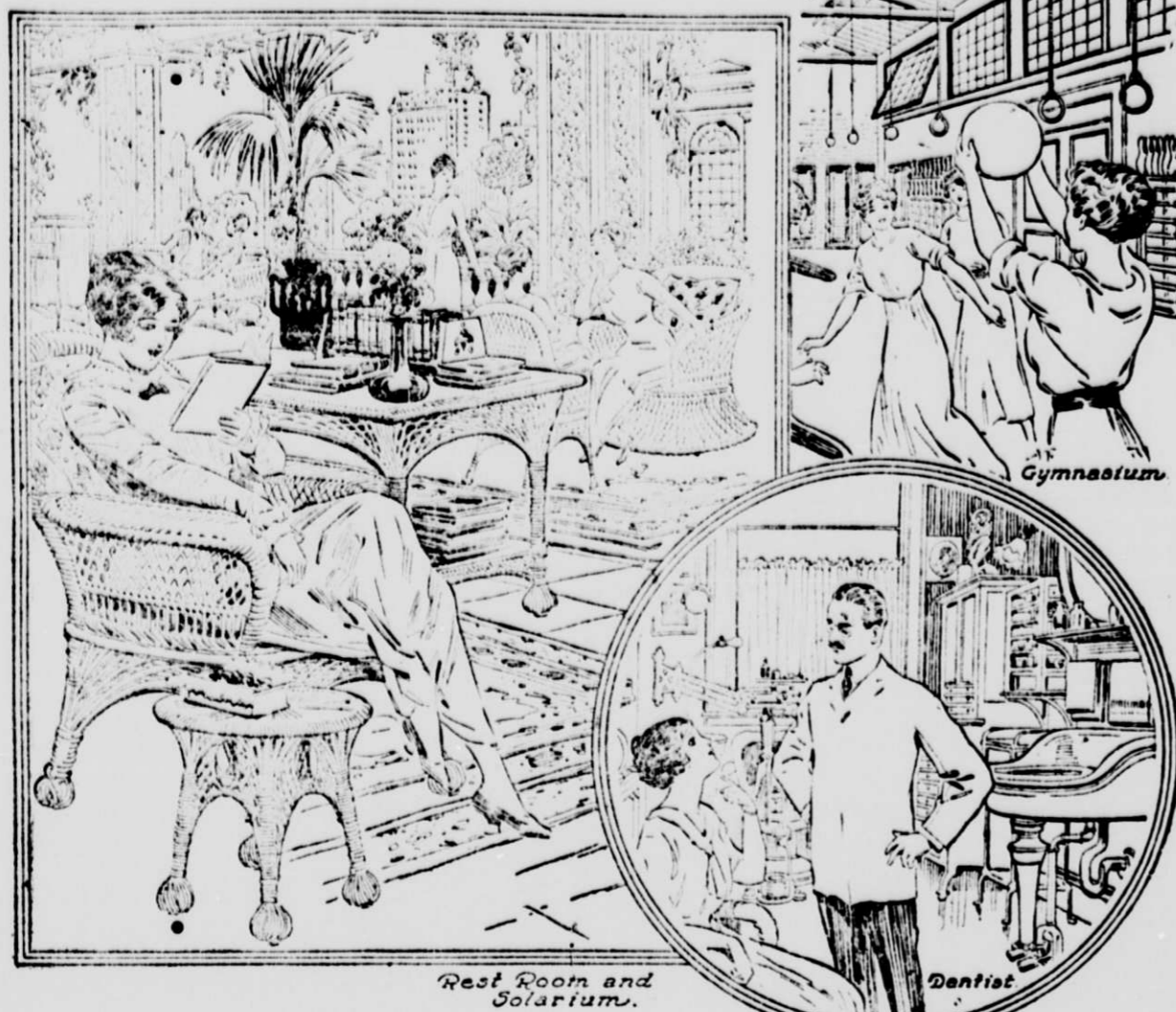


COMFORT FOR EMPLOYEES AT LORD & TAYLOR'S NEW STORE

Dining Room, Garden, Rest Rooms, Solarium and Gymnasium Among Provisions for Their Benefit on Roof of Ten-story Building



In addition to scores of new ideas providing for the better serving of customers, the plans for the new Lord & Taylor store, Fifth avenue, Thirty-eighth street, Thirty-ninth street, call for many innovations in the way of greater comfort and recreation for male and female employees.

For many years Lord & Taylor have been known as a firm which spends an unusual amount of time, thought and money on employee welfare and on the improvement of the store. Many of the improvements for employees, therefore, in the new store are but enlarged applications of ideas which have been in force in Lord & Taylor's for years.

Of widespread interest at the present time are the many ideas which will be worked out on the roof of the beautiful new ten-story building. Far up "above the fly and dust line" the firm will establish a veritable city for its male and female employees, a fairland of pleasure and comfort. Some of the numerous features are shown in the pictures, the cheerful dining room, the garden, the men's smoking room, the rest rooms and solarium, the big gymnasium, hospital, dentist's office and the office of the chiropodist.

The separate lunch room for women and girls will be 50 feet by 100 feet by 10 feet high and will be open on two sides, where easement windows will allow sun and light in the winter, on balmy spring and summer days. The windows arrangements will allow this dining room to be converted into a practically an open air restaurant. Meals will be supplied at cost prices. The management will deduct from the cost of meals all charges for light, heat, rent, etc. Special attention has been given to the bill of fare to provide nourishing and necessary food as against unwholesome dishes or any which might tend to cause indigestion. A near this well lighted airy dining room will be another for employees who have brought their own lunch and also for workroom employees.

In the case of the messenger boys and girls employed in the office and other minor employees, arrangements have been made to provide them with soup, bread and butter and a glass of milk for five cents. Employees earning higher salaries will pay cost prices. Even the natural desire of a man for a smoke after luncheon has been provided for in the form of a roof top smoking room. For the female employees especially a large solarium and resting room has been planned. This will open on an open court where if present plans carry will be a small flower garden.

Another feature which both male and female employees are looking with the greatest of anticipation is the store gymnasium, a thoroughly equipped exercise room 42 feet by 30 feet by 10 feet high. A competent teacher will be in charge of this on the three days of the week on which the gymnasium will be used by the women and girls, so that no overenthusiastic athlete will attempt too much. The men and boys will play basketball, basketball and go through class instruction on two days of the week if they desire it.

Speaking of the important feature of the health of the selling organization, one of the officers at Lord & Taylor's gave this as one of what will be done in the new building.

"We will pay a physician in chief a fixed yearly salary and he will agree to furnish the first class medical services of two physicians who will attend to the entire medical needs of all of Lord & Taylor's employees, whether they are at home or at business. The physicians will also spend a certain number of hours per day (sundays and holidays excluded) in the store hospital, during which time any employee will have the right to office hour attendance and a physician will also thoroughly examine all employees for positions when notified by the superintendent that the applicant has proved satisfactory and that Lord & Taylor desire to obtain the applicant's services for a longer period than three months."

"In case of refusing this medical examination will not be eligible for employment except on written authority from the management, and the management will not be in the position of giving it. All reports, information and records pertaining to the condition of the applicant or other employees will be kept on file with Lord & Taylor. All such information will not be discussed to any one connected with Lord & Taylor except by the physician in charge and at his own discretion. The physician in chief will secure the services of a licensed

chiropodist, whose fees will be paid by employees.

"The physician in chief will of course have entire charge of the medical services and will be held responsible for the proper operation thereof. Two graduate nurses will be furnished and paid for by Lord & Taylor, but these nurses are subject to dismissal and are under the entire supervision of the physician in chief. All medical supplies will be paid for by Lord & Taylor."

Another feature indirectly affecting the employees will be the fire protection in the new building. The entire new store will be equipped with the most efficient sprinkler system on the market. The new store will have the department connection. There will be a portable chemical engine on every floor, and a trained man drilled in the Croker Fire Protection Engineering Company will be in charge. No wooden stairs will be used anywhere in the building except in parts of the Oriental rug section.

An idea of the safety of the structure is conveyed in the statement that it will enjoy the lowest insurance rate of any

so that few if any employees have to carry with them to their homes any financial family worries of an unusual nature. As in the past, when positions, such as heads of departments, etc., become vacant, the policy of advancing employees of longer service instead of going outside the organization will be continued.

The firm has arranged matters so that employees can pay enough to make the roof top conveniences practically self-supporting, a state of affairs very much desired by store employees as a whole.

Employee educational ideas of a very progressive and original nature, and planned to enable employees to learn more about the business and therefore make them more valuable, are being worked out now by members of the firm. It has been hinted that these ideas have been very highly approved by some of the country's leading welfare thinkers and workers.

The dining rooms of the employees will all be on the roof of the store building, and will be separate and distinct from the beautiful restaurant and tea



LORD & TAYLOR'S NEW STORE, FIFTH AVENUE, 38TH AND 39TH STREETS.

building in New York of its type. The drinking water in the building will be filtered twice and individual drinking cups will be furnished on all the different floors, a feature of equal importance to employees and to customers. There will be twenty passenger elevators, on which a great deal of thought is now being spent to make the interiors wear an atmosphere of cheer and rest, thus a crowding what has been described as the typical cell room appearance of the passenger elevator. All the elevators will be of the plunger type.

Lord & Taylor will continue in the new building their present system of allowing one-half of the subsistence to come in at 9 A. M. one week and 8:30 A. M. the next week, alternating, and the policy of placing worthy employees on a preferred list and conferring their salary for a certain period if the members of this select list are absent through illness or any other excusable cause. In many instances the firm now allows three weeks vacation with pay to employees to whom an extra week would be very beneficial; this plan also will be continued.

There will be no change in the firm's present plan of keeping in close touch with the employees and their families,

rooms which will be open to the public on the tenth floor. A restaurant and a corps of chefs, whose years of experience, high standard of service and excellence of cuisine have made them nationally famous, will be in charge of the public dining and tea rooms.

RESCUED A SPARROW.

Bird Prisoner in Court House Dome Chirped for Three Days.

REDWOOD CITY, Cal., May 13.—County officials and citizens watched with intense interest the thrilling rescue of a sparrow from the dome of the court house today by draughtsmen from County Surveyor J. V. Neuman's office.

The bird had flown through the doors, flew into its recesses, where it remained for three days. The bird chirped incessantly and the sound could be heard echoing in all parts of the building.

After listening to the appealing cries for three days the draughtsmen decided to go to its rescue. A scaffold was constructed from the second floor into the dome, with long poles mounted the planks and at the risk of human life the captive bird was finally driven out of a trap door in the roof. The surveyor's office has been receiving messages of appreciation from every other office in the building.

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CHURCH MADE BY INDIAN WARS.

Massacre Caused the Union of Two Congregations in Pennsylvania.

REDFORD, Pa., May 13.—Its 150 years of existence bristling with historical events the famous Dryland Union Church at Redford is observing its sesquicentennial, this union church of the Reformed and Lutheran churches in this region having been organized considerably before 1763. Dryland Church has furnished the nucleus for at least sixteen churches that were organized and formed from it. Prior to 1763 each congregation existed separately.

The Rev. Melchior Muhlenberg, who started the Lutheran Church in America, and the Rev. Michael Schenck, who occupied the same position as regards the Reformed Church in this country, were conspicuous factors in the early life of the Dryland Church. The joint congregation has its possession an old communion set, and the baptismal cup bears the date of 1760. In the early days the "kneel seat," collection bags on long poles, were used, and they are still intact and in possession of the church. The furniture which was used in the second church, built in 1780, is still in fairly good condition. Before the times when undertakers owned their hearses the church purchased one and used it for many years.

When the union congregation was started

in 1763 there were 21 members; now the Reformed Church has 270 members and the Lutherans 530, although years ago the membership was very much larger.

The origin of the Dryland Church was due directly to the results of the terrible massacres of the Indian war in 1758. Prior to that time the Reformed people had an interest along the Monaca Creek, at what is known as Church Hill. Here a burial place was maintained, but the cemetery has long since been abandoned and put under the plough.

NEW TASKS FOUND DAILY FOR ELECTRICITY

At Work on Little Things in the Household as Well as Operating Railroads

By L. WALTER SAMMIS.

ELECTRICITY has become so much a part of our daily life that we use it without thought. The modern man is awakened in the morning by his electric alarm clock. He heats his shaving water by means of an electrical contrivance.

His breakfast eggs cooked on the breakfast table by electricity, accompanied by toast made on an electric toaster, drinks coffee made in an electric percolator, is carried from his

enter a cabinet and enjoy a bath of the most efficiency of which is provided for his body by electricity. If he likes the outside air while he is summing he may cover himself with a blanket heated all night long by electricity. Should he awaken during the hours of darkness and wish to know the time, a button beside his bed will flash a small lamp in front of a clock, or throw upon the ceiling the dial of another clock to give him the information. If he suspects that a thief has entered he may look for the marauder, holding in his hand a pistol to which is attached an electric searchlight, which will blind the burglar and at the same time show the householder just where to send his bullet.

A great deal of attention has been paid to the domestic sciences in the development of the use of electricity, and so the housewife is supplied with many appliances which lighten her labors. Indeed, not only that, but electricity assists in solving the vexed servant problem, and a very considerable part of this has been the development of the last few years. Not a few households are now conducted with one servant where two were employed formerly, and a number of housewives find themselves able to dispense with even one servant because of the application of electricity to their needs.

The vacuum cleaner, long a heavy and cumbersome article, has now become simply a rod from which a bag to hold the dust is suspended, tipped with a nozzle shaped to fulfill requirements, weighing only a few pounds and capable of drawing the dust and dirt from corners and other places where a broom could be used only with difficulty. Washing machines have been reduced in size and lowered in price until they are easily available for the ordinary apartment and to the ordinary pocket-book. The small motor which runs this machine can be detached and used to run the sewing machine or to polish the silver, scour the knives, chop the meat and do half a dozen other things that are necessary in the household economy. A hundred and one other applications of the current, a list of which would be too long to set down here, make all the difference between the labor of the modern woman and that performed by her grandmother or even her mother.

These may seem like small things, ridiculous when considered in relation to the great force of electricity and the tremendous things that have been accomplished with it, but they are minor manifestations of a wonderful power. The telephone, made so widely possible only because of electricity, brings millions of persons directly within the sound of your voice, and when you turn on your electric light you enter into direct connection with a power that, as to the Edison Company of New York alone, lights more than 2,500,000 other similar lamps at the same time.

The demand for the electric current is growing, not with leaps and bounds, but steadily, all over the country, all over the world in fact, although there is no doubt that in this particular line of progress the United States leads all other nations. There are today in this country more than 6,000 central stations from which electricity is supplied for use in the arts, the sciences and the industries. In them is invested as capital more than \$2,500,000,000, and their current earnings are estimated at more than \$100,000,000 a year.

Besides these there are about 1,500 plants owned and conducted by municipalities and a large number of isolated or privately owned plants. Figures are not available to show the total investment in electric railways, but a fair estimate, based upon probable growth since the last tabulation was made, places the total amount not far from \$5,000,000,000, and manufacturers of electrical appliances have not less than \$150,000,000 capital invested.

These figures are for the United States alone. It is interesting to notice how the central stations are located in the various States. The following table, compiled by T. Commerford Martin, the Government census expert on electrical matters, shows this in detail as of October, 1911. It is estimated that not less than 250 have been established since

that date, increasing the total to 6,619.

State	Number of Municipal Companies	Number of Plants
Alabama	1	1
Alaska	1	1
Arizona	1	1
Arkansas	1	1
California	12	12
Colorado	1	1
Connecticut	1	1
Delaware	1	1
District of Columbia	1	1
Florida	1	1
Georgia	1	1
Hawaii	1	1
Idaho	1	1
Illinois	41	41
Indiana	28	28
Iowa	28	28
Kansas	14	14
Kentucky	1	1
Louisiana	1	1
Maine	1	1
Maryland	1	1
Massachusetts	14	14
Michigan	27	27
Minnesota	10	10
Mississippi	1	1
Missouri	18	18
Montana	1	1
Nebraska	1	1
Nevada	1	1
New Hampshire	1	1
New Jersey	10	10
New Mexico	1	1
New York	21	21
North Carolina	1	1
North Dakota	1	1
Ohio	20	20
Oklahoma	1	1
Oregon	1	1
Pennsylvania	25	25
Philippine Islands	1	1
Rhode Island	1	1
South Carolina	1	1
South Dakota	1	1
Tennessee	1	1
Texas	1	1
Vermont	1	1
Virginia	1	1
Washington	1	1
West Virginia	1	1
Wisconsin	1	1
Wyoming	1	1
Totals	5,749	5,872

The room for growth in the general use of electricity can best be appreciated after examining a few general facts concerning this phase of the subject. A fair estimate of the number of consumers of electricity, that is, customers whose names appear on the books of the various central stations, is 3,500,000. Taking the population of the United States at a round 100,000,000 and the number of families at 20,000,000, this means that only 12.5-100 per cent. of the entire contracting part of the population have contracts with the electric companies. Since many heads of families purchase the current for use in business as well as in their homes, the proportion must be less than this.

Again, it is estimated that the average consumer of current uses only 50 per cent. of the total current that he might find work for. One of the chief reasons why electricity is not more generally used is its cost to the consumer, although it is generally admitted that, notwithstanding the comparatively high cost of the current for some purposes, its consumption is increasing in fair proportion to the education of the people and its own multiplication of uses for light, heat and power.

Electricity is one of the few commodities which cost less to-day than ten years ago. The actual cost of production has not diminished materially, if at all, but concentration of operation and of the facilities by which it is produced have had their effect. It is a fact, however, that partly because of this and partly because of improvements in lamps and lamp material, one can buy now for 10 cents the same amount of light which in 1885 cost \$1. In 1885 you paid \$1 for 800 candle hours of light, while now the same \$1 buys 8,000 candle hours. Here it is interesting to note that in the thirty years preceding 1911 the yearly manufacture and sale of electric lamps increased from about 30,000 in this country to 160,000,000.

Every central station must be equipped for its peak load capacity; that is, it must maintain men and machinery sufficient to supply the largest amount of electricity called for at any hour of the day or night. If it could sell its maximum capacity during every one of the twenty-four hours its output would be immeasurably increased, while its expenses would be advanced only

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slightly. That is the happy day for which all central stations are looking, the day when the output for every hour will at least approximate the output of its heaviest hour now.

As to the activity in the electrical field records of the Patent Office at Washington supply one indication, although they cannot possibly tell the whole story. In 1912 more than 2,000 patents were issued on appliances designed for use in lighting and power alone. Since the number of patents issued is only 50 per cent. of those applied for, according to the *Scientific American*, it is obvious that thousands of minds are engaged in designing improvements in devices already in use and in inventing new ones for extensions of the application of the electric current. Further than this, on April 1 of this year action was pending upon nearly 3,000 applications for electrical patents made between that date and October 2 of the preceding year.

The builders and operators of central stations for the production and dissemination of electric light, heat and power are turning their attention to the great waterways of the country, especially in the West. Prophets are not wanting who foretell that within the next few generations almost if not all the water which is now going to waste will run turbines to furnish power for producing the electric current. Water power is especially valuable in regions remote from the coal fields. Water power has, of course, its own cost and maintenance disadvantages, and only under certain not always available conditions is it cheaper than coal.

And yet, right in the heart of a district where coal is cheaper than anywhere else in the United States, a mammoth water power plant is being erected. This is across the Mississippi River, at Keokuk, Ia.

Large as is this new enterprise, our Canadian neighbors plan one much greater. The Eastern Canada Power Company, a concern recently incorporated, proposes to erect a plant which will absorb 1,000,000 horse power from the St. Lawrence rapids. According to reports, England proposes to furnish much of the \$100,000,000 capital needed to create this plant. The power will be generated within twenty-five miles of Montreal and dispatches the use of the water which cascades through Coteau Cascade, Split Rock and Cedar Rapids from Lake St. Francis to Lake St. Louis on the St. Lawrence River.

Not to be outdone, a United States company proposes to erect a plant with a similar development. The Pacific Light and Power Company is projecting hydro-electric developments in the Columbia River at Priest Rapids, southwest from Spokane, Wash., the ultimate capacity of which will be 1,000,000 horse power. Because of unusual physical facilities, the cost here will be far less than that of the Canadian project, the estimated amount necessary to bring it to working efficiency being only from \$6,000,000 to \$10,000,000. The dam will be 75 feet high, which is the fall of the river in nine miles.

These are the giants; many other large hydro-electric plants have been erected, and a number of other ones are projected. There have been some splendid hydro-electric developments in Oregon and several in Idaho, in which State contracts have recently been let for a plant which, a few years ago, would have caused comment because of its great size, but which is now overshadowed by still larger projects.

So, east and west, north and south, the industry of electricity is spreading. Its limitations are impossible to define, and its possibilities are as yet undreamed of. It is supported in the arms of thousands of millions of capital. It is a giant, with the strength of a giant, and it is finding new tasks for the application of its enormous power every day.